



# RENEWITY

RMA & SERVICE MANAGEMENT



BridgeWave  
COMMUNICATIONS

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## Background

BridgeWave Communications, Inc. is a leading supplier of wireless gigabit point-to-point wireless network solutions for enterprise, service provider, education, municipalities, healthcare, and government applications, setting the standard for product quality, reliability and customer satisfaction. In just one year, the company launched multiple new product introductions, expanded its gigabit ethernet wireless products offerings and experienced rapid shipment growth. BridgeWave provides customers with immediate access to third-tier customer service staff and views customer service as an area of competitive advantage.

## Challenges

BridgeWave was facing a variety of client and return handling issues and needed a solution that integrated associated functional workflows from sales, customer service, and operations. It felt the system required effective and economical provisioning to enable both near- and long-term growth scalability needs. Requirements included:

1. Eliminating a manual paper-based support/RMA-handling system and replacing it with a real-time information system available 24x7
2. Ability to report, track and trend customer issues/RMAs to ensure a more responsive service
3. Enhancing the overall customer experience and assisting in generating increased customer satisfaction
4. Providing BridgeWave clients with the ability to go online and see the status of their issues and RMAs at anytime from anywhere
5. Significantly reducing turnaround times and resources for client support and return issues by streamlining workflows
6. Seamlessly integrating into the Sales Department's tool of choice, Salesforce.com, to enable the sales team to have a more complete view of account activity
7. Easily and economically pay as the company grows its total support solution

Jorge Delgadillo, Director of Technical Services for BridgeWave said, "We need a single customer-facing solution to efficiently track and manage customer service requests to a timely resolution. The biggest challenge is the need to bridge the communications gaps between functional department and workflows, including full integration into Salesforce.com."



## Solution

With Renewity's RMA & Service Management Automation Solution, RenewityRMA, BridgeWave's Director of Technical Services, without any programming experience, configured the support (Tickets) and returns (RMA) handling system each with workflow designed to effectively control, easily track, and report on any customer hardware or software issues.

## Results

The RMA process is now meeting all BridgeWave's needs regarding a self-help portal (knowledge base), trouble tickets and return handling by automating many of the repetitive aspects of returns management while still effectively controlling and eliminating any parallel efforts or lost paperwork, easily tracking and reporting throughout the entire process from the first customer touchpoint to resolution.

Additionally, the ability to automatically escalate any ticket (issue) requiring special handling that may crop up has been one of the more beneficial features: it addresses the needs of BridgeWave's clients for more rapid and timely resolutions.

The Renewity interactive knowledge center has been effectively utilized and is showing different views of knowledge to BridgeWave's clients. They now have views of website guests, customers, distributors, and internal staff. The result of having a single system delivering a combination of knowledge, trouble ticketing and RMA has had a positive impact on how BridgeWave services its customers.

The final step, regarding implementation was the integration into Salesforce.com. With this integration, Sales Account Managers are now able to view real-time status updates of what is occurring with their clients. The divide that exists within many companies between functional areas such as sales and customer service and operations has been successfully bridged with Renewity support. This has led to overall improvement in "customer experience" both within BridgeWave and its customer base.

## Testimonial

*"With the introduction of Renewity's RMA & Service Management Automation Solution, RenewityRMA, we have measured and recorded a significant increase in customer satisfaction with our customer support services."*

— Jorge Delgado, Director of Technical Services, BridgeWave